



Impact Foundation

easy-to-read version

imp>act
audien<ce

About Us



The Impact Foundation is a non-governmental organization. It was established in 2008.
Impact Foundations works mainly with cultural organisations and institutions.

The non-governmental organisations are groups of people that work together.

These groups of people are not dependent on the government or city authorities. They do not work for profit, they do not earn money.

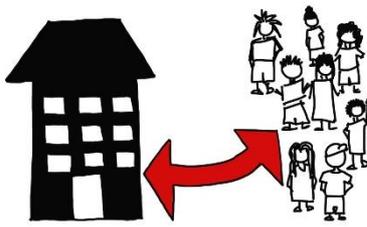
The non-governmental organisations **work to achieve goals.** Mostly they want to change something, improve something.



The Impact Foundation employees have worked or are working in cultural institutions.

Some of them are also **involved in science,** work at the university.

The name and the logotype



Impact's team **believe that people should have an impact on their environment.**

People **have an impact** on something if they can change it, improve it. To have an impact is to be active, to do something, to speak and to be listened to.

For example, people can have an influence on what a community center in their area does.



That is why there are 2 words in **the Foundation's logotype:**

- Impact
- Audience

The red arrows in the logotype **are pointing towards each other.** It shows **how the employees of some institution** and the audience of the same institution can and should influence each other.

Foundation's purpose and objectives



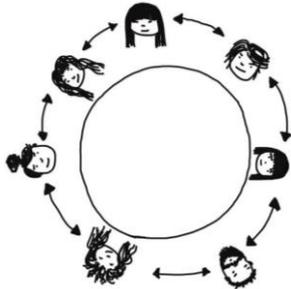
The purpose of the Impact Foundation is in its name.

Impact Foundation team believe that culture is important element of life.

Culture has impact on people and environment.

Foundation wants to **give an impact to the people, who go to culture events.**

And people at Impact Foundation want to encourage **cultural institutions to care for their audiences.**



To achieve this, the Impact Foundation **helps institutions and artists to talk with their audience.**

Impact shows cultural institution how to listen its audience and respond to audience needs.

That what **audience development is for.**

Audience development

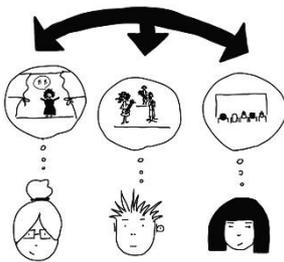


Audience development **is the way a cultural institution works.**

Thanks to audience development the institution gets to know the needs of the audience. And responds to the needs of the audience.

All people who work for the culture institution are involved in audience development processes. All people are equally important.

AUDIENCE.lab



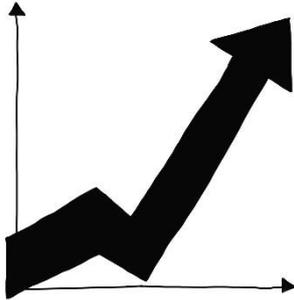
One of the Impact Foundation methods is AUDIENCE.lab. It is a workshop for cultural organisations.

AUDIENCE.lab gives culture professionals **a chance to experience audience development live.** In practice, in real time, with real people.

The Impact Foundation invites various people to participate in this workshop, including people with disabilities.

These people help to make something better in the institution.

Activities of the Foundation



The Impact Foundation works **for the development of the audience** – people who attend cultural events. Foundation works with cultural institutions and organisations.

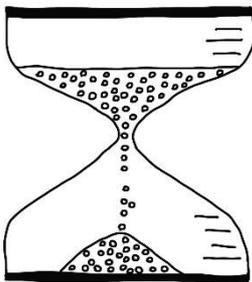
The Impact Foundation can organise:

1. Workshops for institution employees.
2. Workshops for artists, workshops for producers.
3. Trainings.
4. Audience research.



Audience research is a conversation and activities with the audience, thanks to which you can find out about it, for example:

1. What does the audience like to do in the cultural institution?
2. Why does someone come to the institution?
3. Why doesn't someone want to come?



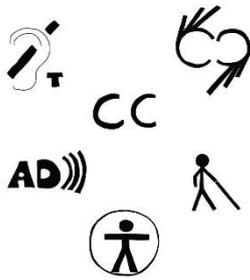
The Impact Foundation can also work with the institution **for a long time**.

For example, the Foundation may:

1. Help to organise the events,
2. Train the employees,
3. Write documents that organise the work of the institution.

Or all of the above.

Accessibility



Audience development is where **everyone can participate**. When everyone can be in the institution, and can support it.

The accessibility of culture and art is very important for the Foundation team.

The Impact Foundation **always takes care of the access and accessibility** to its workshops and products.

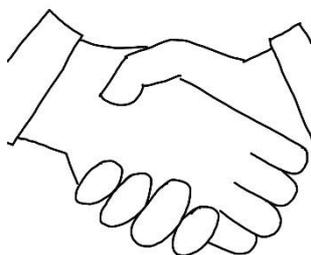


The Impact Foundation can show cultural institution what accessibility is and how to do it. Foundation can prepare a workshop on this topic. Or prepare a workshop about access tools and access services, such as:

- Alternative texts.
- Easy-to-read documents.

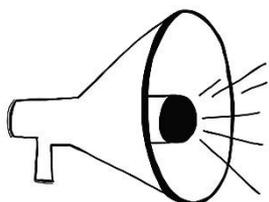
And others.

Join us!



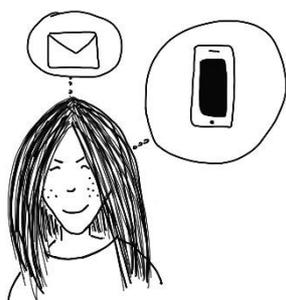
The Impact Foundation team **believes in the power of cooperation.** They try to involve different people in their projects.

So the Foundation often need support. Also from people with disabilities.



The Impact Foundation cooperates with self-advocates a lot and willingly.

Foundation employees are convinced that there is no accessibility without the involvement of people with disabilities!



Write to the Impact Foundation

if you want to work with it.

You can apply for projects that are already happening. You can, for example, proofread the documents that the Foundation employees write.

You can also say what you want to do. You can propose your project.

Contact Rafał Lis.

Send an e-mail: lis@art-impact.pl.

Contact us!



If you need any information
or need support, please contact us:

hello@impactaudience.org



Do you see any errors in this text?

If something can be improved,
please let us know, contact:

hello@impactaudience.org.

This document is the direct translation of Polish easy-to-read text.
Polish version was consulted with Polish Association for Persons
with Intellectual Disability.

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